

Event: **The Benchmark Conference**  
Location: **Chateau Elan, Atlanta, Georgia**  
Results: **Standing Ovation**

"Long before now, I should have followed up with a thank you for your efforts at our Benchmark Conference in Atlanta. Count the delay to my desire to drop you a personal note so that you knew how much I appreciated your wonderful presentation as well as your involvement in our conference. The feedback from our attendees has been spectacular. I think you can rest assured that you did -- as you stated you hoped you would -- change some people's lives. You are a true professional, and I'm deeply grateful.

I enjoyed meeting you, and I would love to work with you again. Best of luck in your travels and future endeavors. I hope the new book sells bunches."



**Paul Deffenbaugh**  
Editorial Director  
Reed Building Group